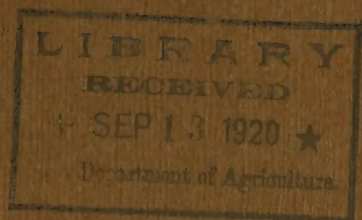


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The
Spencer
Seedless Apple

Spencer seedless apple

THE
SPENCER SEEDLESS APPLE CO.
OF NEW YORK,
(INCORPORATED).

GEORGE L. KNIGHT, President.

CLIFFORD P. FELL, Sec'y-Treasurer.

Offices: 444 PRUDENTIAL BLDG., BUFFALO, N. Y.

Nurseries: NIAGARA COUNTY, N. Y.



SPENCER SEEDLESS APPLE.

THE SPENCER SEEDLESS APPLE.

The seedless apple, like the seedless orange, is finally a substantial commercial product and within but a few years the world will have adopted it. As did the seedless orange, so will the seedless apple take its place in the markets of the world, not because it is a novelty, but because in its use a saving of at least one-fourth is realized. It has been developed after years of experiment, and preparations are now about perfected to place the completely developed product on the market.

BY WAY OF COMPARISON.

When the seedless orange first appeared it was bought as a curiosity, many believing that fruit without seeds was impossible. But from the time the first seedless orange was eaten, and its advantages appreciated, the old "seed orange" was doomed. Since that time the number of seedless oranges on the market has constantly increased, until it is now difficult indeed to find one of the seed variety.

What has happened in the orange market will happen in the apple market, and for still stronger reasons.

The seeds in the orange were merely in the way, but beyond doing away with this disagreeable feature there was nothing gained in the development of the seedless orange; there was no waste saved.

A commercial apple without seeds is a wholly different proposition. It has not only eliminated the disagreeable feature of seeds, and the hard seed pockets, but fully one-fourth more of the apple (the core that is now thrown away) can be utilized. It is in this saving that the real superiority of the seedless apple is found. That there is no core to cut out and throw away is an advantage that can not be over-estimated, and those who use them will appreciate the fact that in a barrel of seedless apples there are, for all practical purposes, one-fourth more than in a barrel of ordinary apples.

HISTORY OF THE APPLE.

When the seedless orange appeared as a commercial product, Mr. John F. Spencer of Grand Junction, Colorado, reasoned that if it were possible to secure such a result with oranges, it should also be possible to produce good commercial seedless apples. He first succeeded, in his experimental orchard, in getting five trees that bore apples without seeds, but the fruit, generally speaking, was of medium quality. From these five trees he began budding and grafting, and using other means known to men of his vocation, to determine if these trees would reproduce themselves, and at the same time improve the general qualities of the fruit. As a result he produced trees that are now four, six, and eight years old, and they all bear seedless apples of excellent quality and flavor, but it required ten or twelve years of patient labor to bring this about.

Such is the history of the Spencer Seedless Apple down to the present time. The history of the future is in the making, and from the thousands of letters which we are receiving from all over the civilized world it is evident that the public appreciate its advantages and are now availing themselves of the opportunity to purchase trees of the SPENCER SEEDLESS variety.

THE FUTURE OF THE APPLE.

In the future of the seedless apple is foreseen a repetition of the history of the seedless orange. If work and energy can make success, the future of the SPENCER SEEDLESS APPLE will be even brighter than that of the seedless orange, as the advantages of the former are much greater. The apple market is world-wide, apples are raised in every country and in every climate; oranges are grown only in the tropics, and are a luxury; apples are a necessity and are becoming more so every day; there are barrels of apples sold where there is one orange sold. There are millions of apple trees sold every year throughout civilization, and there are billions of them in the orchards of the world.

From the Spencer Seedless apple trees in the Company's orchards at Grand Junction, Colorado, is originating the future supply for all the world.

The Spencer Seedless Apple Company has sub-companies organized throughout the United States which will control the raising and selling of the Spencer Seedless apple trees in all apple growing sections. As these companies are allowed to sell trees only in their own particular territory, in the purchase of trees from your home company you will secure only home grown trees, or trees that have grown in your particular climate, and, therefore, acclimated.

In addition to the sub-companies in the United States, which will raise and sell these trees, there have already been sub-companies organized in foreign countries, and there will be many more organized in the near future.

DESCRIPTION.

A striking peculiarity of these trees is their lack of blossoms. Scientifically speaking, of course, there is a blossom, but the petals which comprise the flower of the common apple tree are entirely absent, the only resemblance to the blossom appearing in the form of several small green leaves which grow around the little apple and shelter it. This green bud which appears on the seedless apple tree resembles the blossom on the common apple tree if the petals (flower or bloom) of the latter were removed. A sectional view of this little green apple shows even as much difference from the ordinary apple bud as is shown in the sectional view of the ripened fruit.

This bud, or abnormal blossom, contains but a small quantity of pollen, probably not over one-twentieth of the amount that is on the common apple blossom and to this, together with the fact that the abnormal flowers seldom have any stamens, the pistils therefore not being pollenated, is attributed the seedless character of the apple.

In support of this statement, we quote from an article in "American Gardening," written by Professor L. H. Bailey, on the seedless apple: "The seedless character of the apple is due to the fact that the abnormal flowers seldom have any

stamens. The pistils, therefore, are not pollinated. When trees of other varieties grow near, these may pollenate the flowers of the seedless apple, which may then bear an occasional seed." But the reproductive characteristic having once been destroyed, a seed in one of the apples can only appear as the result of contamination or fertilization by reason of its coming in contact with a seed variety, which contamination, however, in no way affects the apple tree, but only the particular apple so fertilized.

The apple very much resembles the seedless orange in that the meat is solid and there is a slightly hardened substance at the so-called "blow end." The latter feature has almost disappeared in the orange, however, and it is less noticeable in the apple on the last generation of trees now in the company's orchard, and occasionally an apple is found with that feature nearly eliminated. Everything indicates that it is only a question of time when it will have disappeared.

The apple will average in size with the Jonathan, contains as much juice as the ordinary apple, and is strictly a winter variety.

As this apple is an entirely new and distinct variety we call it "THE SPENCER SEEDLESS."

In color the apples are red, when fully matured, with yellow "strawberry dots."

The meat is very firm and hard, and it is one of the very longest keepers grown. The trees have a hard, smooth bark and stand the cold weather better, if anything, than the ordinary varieties. Early and late frosts have never had any effect on the fruit bearing qualities of these trees. They are very prolific bearers, strong and hardy, and will bear fruit in any climate where apples are grown.

We found, by budding and grafting, that the farther removed from the original five trees, the larger and better the fruit became, and the SPENCER SEEDLESS APPLE has now reached the highest state of perfection as a commercial fruit.

We do not claim this to be the best apple in existence, although it has been compared by competent judges with the Winesap, Jonathan and various others of the better varieties, but we do claim that it is equal in keeping and shipping quali-



THE SPENCER SEEDLESS APPLE
(NAVAL OR BLOW END).



THE SPENCER SEEDLESS APPLE
(CROSS SECTION).

ties to the Ben Davis (which is known as an exceptionally good shipper) and as good or better than several other standard varieties now being raised for commercial purposes, and the fact of its being seedless and coreless gives it an infinite advantage over any other apple.

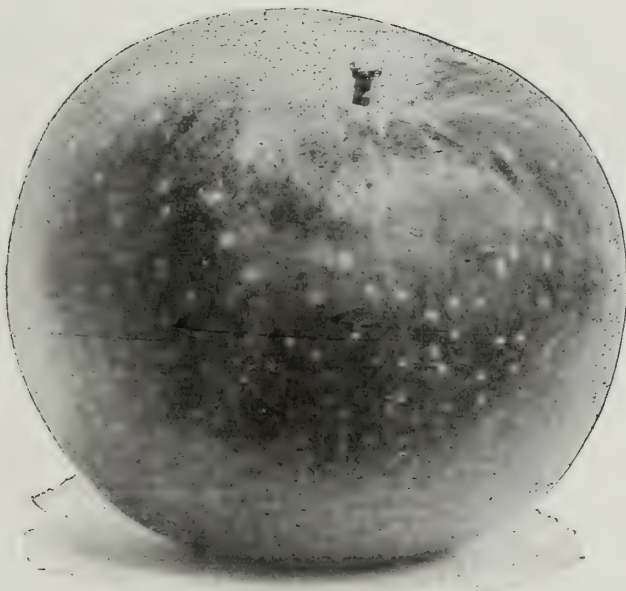
TO THE FRUIT GROWER AND PURCHASER OF SEED- LESS APPLE TREES.

It is our intention to make every person in the country, in the world in fact, acquainted with the advantages of the seedless apple. When we have accomplished this, no fruit grower can afford to be without seedless apple trees; neither will it be possible for commission men and grocers to ignore the demand for seedless apples that will follow.

There is a saving of about twenty-five per cent. in the seedless apple, owing to there being no waste, except the peeling, and this alone is worthy of consideration by all consumers of apples. The importance of this fact can not be over-estimated when it comes to evaporating and canning the fruit; also for hotel and restaurant trade, as well as for family eating and cooking, the absence of seeds and seed pockets is a great convenience, and there is a saving to the housewife in preparing these apples for use, which must not be overlooked. When the economy in using the seedless apple is once appreciated by the public there will be no others sold. The fact of its being an extraordinary long keeper will bring it into the market in the spring when apples always bring the highest price. To horticulturists and fruit growers it is the coming money-making product of the world.

REASONS WHY YOU SHOULD PLANT SPENCER SEED- LESS APPLE TREES.

No core.	Beautiful color.
No seeds.	Good commercial size.
Late keeper.	No bloom, consequently frost proof.
Perfect flavor.	Twenty-five per cent. more solid meat.
Winter variety.	Profitable for canning and evaporating.



THE SPENCER SEEDLESS APPLE
(FROM PHOTOGRAPH).

SAFEGUARDING THE PUBLIC AGAINST FRAUD.

Beware of the man who claims to be selling seedless apple trees and can not show samples of the fruit. Every agent or salesman soliciting orders for the Spencer Seedless Apple companies throughout the world is supplied with samples of the Spencer Seedless Apple, either fresh, evaporated or in jars, so that the public may have the opportunity of examining and satisfying themselves as to the merits of the fruit before they order their trees.

Agents are also provided with certificates, signed by the President and Secretary, bearing the seal of the state company they represent, authorizing them to solicit orders for SPENCER SEEDLESS APPLE trees at two dollars each.

Attached to every tree delivered by the New York State company is a metal seal upon which is impressed the words, "SPENCER SEEDLESS APPLE," and, as a safeguard against fraud, purchasers are cautioned to see that their trees, upon receipt, are so sealed.

When ordering you are requested to see that the agent makes three copies of your order, which you will sign, one to be delivered to you and two being retained by the agent, one of which he will forward to our office and immediately upon receipt of same we will mail a notice to you showing that your order has been placed on file and credit given you for advance payment made to agent. **Failure to receive such notice should be reported to us at once.**

In case no agent has been assigned to cover your territory your order will receive prompt attention if mailed direct to our office.

For further information address:

THE SPENCER SEEDLESS APPLE COMPANY OF N. Y.,
444 PRUDENTIAL BUILDING,
BUFFALO, N. Y.

To show that the markets of the country are demanding the seedless apple and will pay fancy prices for it, we append copies of a few of the many letters we are receiving from fruit dealers and others:

WEST VIRGINIA HORTICULTURAL SOCIETY,
Office of President.

Matinsburg, W. Va., Nov. 15, 1904.

Mr. W. C. Scheu, Gen'l Mgr.,
Spencer Seedless Apple Co.,
Grand Junction, Col.:

Dear Sir:—

I have carefully examined the samples of THE SPENCER SEEDLESS APPLE which you kindly submitted to me on October 15, 1904, and although I was naturally rather doubtful as to their being seedless, I was firmly convinced upon thoroughly examining them that they are not only seedless, but also coreless and possess a high commercial value as a marketable fruit. I was also much impressed with the fact that your apple has every indication of being a splendid winter keeper.

I am convinced that you have a fruit which will revolutionize apple growing all over the world, and that a mere display of the fruit will convince the most skeptical of the truth of your claims.

Yours very truly,

ALEX. CLOHAN,
Pres. W. Va. Horticultural Society.

STEINHARDT & KELLY,
Contractors for
Subsistence Supplies and Export Merchants,
101 Park Place.
New York, April 10, 1904.

Mr. John F. Spencer,
Grand Junction, Col.:

Dear Sir:—

As we are the largest handlers of high class fruit in this city and, as we make a specialty of supplying the finest trade in this country and Europe, noting your success in growing a seedless apple, we are anxious to have you communicate with us at once.

Should you have any seedless apples on hand, we should be pleased to have you send us a consignment by express, leaving the price entirely to you. You may send this fruit C. O. D. at our expense and we will

assure you that this fruit will be distributed at once among the very finest trade in the city.

Hoping to hear from you at once, even if your consignment is only a very small one, we beg to remain,

Sincerely yours,

STEINHARDT & KELLY.

E. P. LOOMIS & CO.,
95 Barclay Street,
New York City.

New York, March 16, 1904.

Mr. John F. Spencer,
Grand Junction, Col..

Dear Sir:—

I have just read an interesting article in the New York Sun of to-day, March 16th, that you have succeeded in growing a seedless apple, which is grown somewhat on the principle of the navel orange. We have for a good many years made a specialty of fancy apples and handle the great majority of the apples grown in Oregon in boxes which are among the finest grown in the country. We should be very much pleased to sell your seedless apples for you on this market put up in boxes, each apple wrapped in paper. We believe that they would bring a very high price here. We have as our customers the high-priced fruiterers who supply the Fifth Avenue trade with fancy apples. We believe that if you have succeeded in growing these apples without seeds and still of fancy quality that they would bring a very high price on this market. I wish you would write me further about them so that by next fall, when possibly you may have a quantity of these apples for market, we can arrange together to sell them for you or to buy them from you.

Yours very truly,

E. P. LOOMIS & CO.

E. P. LOOMIS & CO.,
(Established 1868)
Wholesale and Commission Merchants,
Apples, Potatoes & Onions,
95 Barclay St.
New York, March 14, 1905.

Spencer Seedless Apple Co.,
444 Prudential Bldg.,
Buffalo, N. Y.:

Dear Sir:—

Yours of April 13th at hand. These seedless apples would sell at high prices next fall if you could obtain any, as a curiosity for the windows of the best fruiterers in New York. Such sales would, I think, help you in selling the trees and I recommend your shipping some of them for that purpose.

Yours very truly,

E. P. LOOMIS & CO.

STEINHARDT & KELLY,
Contractors for
Subsistence Supplies and Export Merchants,
101 Park Place.
New York, April 17, 1905.

Spencer Seedless Apple Co.,
Buffalo, N. Y.:

Dear Sir:—

We have the honor to acknowledge receipt of your letter of the 13th inst., and desire to advise you that you are right in thinking that we do not handle the trees, but simply the fruit. We have had, however, a number of people stopping in and asking us where they could buy the trees and up to now we have always referred them to your company in Grand Junction, Colorado. From now on, however, we shall take pleasure in turning whatever enquiries we shall have in the future right over to you.

Thanking you, we beg to remain,
Sincerely yours,

STEINHARDT & KELLY.

THE AMERICAN INVENTOR,
Engineering Building,
114-118 Liberty St.,
New York.
Published on the first of every month,
\$1.00 a year, 10 cents a copy.
May 8, 1905.

Mr. E. L. Green,
Spencer Seedless Apple Co.,
Grand Junction, Col.:

Dear Sir:—

I beg to advise you that I met your Manager, Mr. W. C. Scheu, at the Hoffman House, this city, and he extended to me the courtesy of inspecting specimens of the seedless apple. When I first heard of this seedless variety of apple, I was somewhat dubious as to its commercial possibilities, but after thoroughly going into the subject and personally inspecting a number of apples, I beg to state that I find the Spencer Seedless Apple to be a commercial fruit of great value in appearance, size and keeping qualities, as well as being free from seeds.

In the New York markets at this date one will find but few apples in a good state of preservation aside from the russet varieties, but the Spencer Seedless Apple I find to be in perfect condition.

In a former communication we requested you to send us a photograph of your orchards. Would you be so kind as to comply with this request, as we may later on publish a subsequent article in our columns.

Very truly yours,

THE AMERICAN INVENTOR,
George Calvert, Editor.

Following are extracts from the public press showing the interest created by the SPENCER SEEDLESS APPLE:

"Everyone is familiar with the seedless or navel orange, but the seedless apple is a new fruit on the market.

This marvelous improvement in the common apple, fulfilling in letter as well as in spirit the jest of the schoolboy who proclaimed that "there ain't goin' to be no core," would seem to indicate that the new apple will eventually monopolize the markets of the world, for reasons which the appended data clearly point out.

By way of illustration, it may be said that the seedless and coreless apple follows closely the analogue presented by the seedless orange, and is in fact a prototype of the latter. When the seedless orange was introduced to the public it was regarded in the light of a horticultural wonder, for if there were no seeds, by what uncanny method was their kind propagated?

Shrouded in mystery such as this, it required some little time for the matter-of-fact virtues to impress themselves and the real merits of the fruit to become known; but when once eaten, its subtle qualities were forgotten, and its advantages were quickly appreciated, and from that day to this the old-fashioned variety, with its multiplicity of seeds, has suffered severely, having been almost driven from the market, and left all but out of the race. Now let us ascertain the real difference between the two varieties of the orange, as the comparison will serve a useful purpose when the old and the new species are being similarly considered. The reason that seedless oranges are universally preferred to those that contain ovules is not because any saving is affected, but simply that the seeds are in the way. The ordinary apple presents a wholly different aspect, for the seeds are enclosed in hard pockets that represent at least one-fourth of the apple, and which can not be utilized in any way as an article of food, whereas in the seedless variety these disagreeable features are entirely eliminated.

.....The beginning of the seedless apple dates back only a few years, and therefore its history is very brief. All the credit for the propagation of the apple thus far belongs to Mr. John F. Spencer of Grand Junction, Colorado, who, struck with the success of the seedless orange, believed that similar results could be obtained with apples.

After years of experimental research he succeeded in producing five trees that bore seedless, coreless, and wormless apples, and from this little group there has budded two thousand more trees, which at present constitute the entire seedless apple stock of the world, and from these two thousand trees all the rest of the world must be supplied.

..... The apples which are of a beautiful dark red color with strawberry dots, are of a goodly size and have a flavor similar to the Wine Sap.—Scientific American, Feb. 4, 1905.

"The seedless apple as a commercial product is assured, and in all probability will, in a short time revolutionize the apple industry to the same extent that the seedless orange has monopolized the markets of the world."—From the New York Farmer.

"Why should we not possess a coreless and seedless apple, since the seedless orange is unquestionably the largest, most expensive and best fruit of its class? The brief announcement that has been made in the press respecting the Spencer Seedless Apple has already created some stir in the fruit trade circles. I have received communications from the leading producers in the four kingdoms on the continent, and in several of our colonies, relative to the claims of this wonderful apple. I am enabled to write reliably upon the subject, my information coming personally from the originator of the seedless apple trees. Already the newcomer has been assailed by critics interested in the sale of seedy forms of fruit. But the seedless apple must be judged upon its merits.....When the coreless apple is cut through the center of the eye to the stalk, core lines and carpels can be faintly traced. It may be argued from this that the fruit has been started from a rudimentary flower. **But the corelessness and the seedlessness of the novelty is beyond question.** The carpels being the seed cells, if there are no seeds there can be no need for carpels. As the apple matures and develops these core lines become absorbed into the flesh."—Sampson Mergen in "Nineteenth Century," Dec., 1904.

"One of the most remarkable developments made in fruit culture in recent years is the seedless apple, which has been lately introduced to the public by a prominent Colorado fruit grower. This product is the result of about twelve years of constant experimenting on the part of its creator, Mr. John F. Spencer.

Prof. Alex. Clohan, President of the West Virginia Horticultural Society, and J. F. Moore, Manager of the Fruit Growers' Association, are sponsors for the new fruit, and they endorse the following account of it: When the navel orange appeared, Mr. Spencer argued that if it were possible to secure a seedless orange which retained its fine flavor and original juiciness, there was no reason why an equally successful coreless and seedless apple could not be developed.

He began experimenting, saying nothing to anyone until he had five trees to show, which in the proper season bore seedless fruit, and from this nucleus have been budded the 2,000 trees which stock the Colorado orchard, and which constitute the Spencer seedless apple stock of the world. From these 2,000 trees the rest of the country and the foreign growers must stock their nurseries."

An apple without seeds is as valuable as nuts without shells, when they are sold by weight at the same price. It not only is without the disagreeable feature of seeds and hard seed pockets, but fully one-fourth more of the apple can be eaten. Careful estimating shows that only three-fourths of a peeled apple can be consumed, the remaining one-fourth being wasted in the core. It is in this saving that the marketable superiority of the seedless apple is found.

To those who eat them, it is indeed, pleasant to bite into a luscious, ripe apple and find no seeds and no hard seed pockets.....But to those who desire to preserve the apple, make it into a jelly, or even to evaporate the fruit, a great saving of time is noticed in using the seedless variety.

But to return to the apple itself and to its tree: In color the fruit is a dark rich red, with small yellow dots, termed "strawberry marks" by Mr. Spencer, sprinkled over its surface. It is strictly a winter variety, not being ready for the market before the last of October, and in flavor compares favorably with the Wine Sap, and is a better keeper and shipper than the Ben Davis, the skin being smooth and firm, but not undesirably tough. At first the fact that the species of seedless apple now being cultivated is a winter variety might seem to lessen its value to growers in the North, but this fruit has other strange features besides its lack of seeds.

Go in the springtime into an orchard where the seedless apple is grown exclusively, and there will be no fragrance of blossoms, no white shower of petals as the breeze stirs the branches. Not a blossom in sight and yet the trees are preparing to bear fruit, just as are the other varieties in neighboring fields. The navel apple tree does not blossom; therefore, a late frost does not in any way interfere with the development of fruit. This makes the raising of seedless apples a great deal surer thing than the growing of the old varieties."—The American Inventor, April, 1905.

"It is not likely that the fruit growers will look with particular favor upon the general introduction of the coreless, seedless apple. If it shall prove as successful as the more enthusiastic pomologists now believe, it will undoubtedly mean a revolution in orcharding, and the man who is content to abide by the old style fruit tree will find himself left in the market.

Should the seedless apple be generally introduced it would mean the necessity for regrafting all existing apple trees and would entail an enormous amount of work and great expense.

Only a few years ago the navel orange was a great rarity. Today very few of the seed oranges are offered in the market. Nobody wants them if the seedless variety can be obtained. Undoubtedly it will be the same thing with the new variety of apple, and the grower who gets in on the ground floor will be the one who will profit by the change."—Buffalo (N. Y.) Enquirer, Feb. 28, 1905. (Editorial.)

"Forty-four years ago Anthony Trollope, voyaging along the upper Mississippi, recorded in one of the riparian States that the friendly natives gave him the best apple he had ever eaten. Inasmuch as they did not advertise his opinion, nor did the American export begin for a long time afterward, it was local pride alone that was involved in comforting the British tourist with apples. The American fruit grower has since learned more about the art of advertising, and westward the course of American fruit has taken its way. Some master of his art represents the Colorado apple growers in London, putting a big seedless apple in a plush lined case. It was conveyed to King Edward and the monarch proved singularly facile. The agent tempted him and he did eat. Nay, more, the agent's winning ways ought to commend him for the bad eminence of American agent for the worst champagne imported from France, whichever that may be, as being the most in need of his "bush." For he has actually elicited a cable dispatch from the King to the grower to the effect that the apple was the best the King had ever tasted.

We have no reason to doubt either the genuineness or the good faith of the dispatch. But given the best apple the King ever tasted, high diplomatic qualities must have been employed to elicit from him a public and available avowal of that fact. The least the grateful grower can do is to keep the royal bin filled with his best free of charge, relying for his reimbursement upon the nobility, gentry, and commonalty of the United Kingdom, who will assuredly, after this certificate, absorb his entire crop at high prices. The Colorado melon is the product of the Colorado fruit grower's skill and the geniality of his irrigated soil which New Yorkers know best. If his apples are as good of their kind, the fruit crop of the State will so outdo its mineral wealth in importance as to remove forever the silver question as an issue from the Colorado politics."—*New York Times* (Editorial), March 29, 1905.

"The sole rights for Great Britain, which will include England, Ireland, and Wales, were sold today by the Spencer Seedless Apple Company to a gentleman to whom the acceptance was cabled today by Secretary Green of the Company.

The amount of the purchase price is kept a matter of secrecy by the company, but the *Sentinel* can assure the public that the price paid was 'way into the thousands, and places the Seedless Apple Company on such a footing that its stockholders can be assured of a handsome dividend on their stock before very long. The letter from the party in England and the cabled answer was seen by the writer of this article, and he knows that the sale is bona fide in every particular.

For six months past things have been coming the way of the Spencer Seedless Apple Company, and with the fact that in the fall a large number of the trees, as well as quite a considerable number this spring will be placed on the market, for which there is already an unusual

demand, gives the assurance to the Seedless Apple Company in this city of reaping rich returns on their investment.”—The Daily Sentinel, Grand Junction, Col., Feb. 8, 1905.

“John F. Spencer, the grower of the famous Spencer Seedless Apple, is in receipt today of a copy of the Market Growers’ Gazette of London, Eng., which contains an article relative to the sale of two specimen apples sent from this country by the home company to England.

The remarkable price of three pounds was received for two of the apples. The following details of the auction sale of the apples are given herewith:

“The rostrum of Messrs. Garcia, Jacobs & Co], was surrounded by an interested crowd on Friday morning when it became known that two of the famous American coreless apples—the first to arrive in this country—were to be sold at auction. They had been sent to Floral Hall by the proprietors of the Daily Telegraph to be sold on behalf of that paper’s West Ham Relief Fund.

“Mr. Michael Garcia, prior to the sale, offered some appropriate remarks as to the revolution which was likely to be caused in the trade by the introduction of this and other seedless fruit and the importance of this advancement. Mr. C. M. Simons then conducted the sale and after a spirited bidding, Messrs. Shearn & Son of Tottenham Court Road secured the pair of apples for three pounds.”—The Sentinel, Grand Junction, Col., Feb. 15, 1905.

“Why should we not possess a coreless and seedless apple, since the seedless orange is unquestionably the largest, most expensive and the best fruit of its class obtainable? The new apple which is both coreless and seedless, was introduced by an old fruit raiser. For twelve years he experimented to obtain the fruit. As the result of seeking to secure the seedless apple, a blossomless tree has been developed. The importance of such development is apparent. The cold spells do not affect the fruit, and the apple grower has little to fear from late spring frosts, which in most years do much harm on the fruit farm.

There are now 2,000 of these coreless apple trees available for propagation to supply the orchards of the world. It is estimated that by 1906 2,500,000 of these trees will be put upon the market. For domestic use a coreless apple will commend itself to every housewife in the country. For evaporating purposes it would prove invaluable.”—Buffalo Commercial, Feb. 23, 1905.

"The horseless carriage, the trackless trolley and the seatless car are things we have grown accustomed to, but the seedless apple is a new discovery placed upon the market for our delectation.

The new variety is destined to do for the apple what the seedless species has done for the orange, and more, for in the former not only are the seeds eliminated, but there is no core, and a saving of at least twenty-five per cent. of the apple is thus effected."—New York Herald, March 12, 1905.

"The following note regarding seedless and coreless apples said to have been produced by Mr. Spencer of Grand Junction, Colorado, is interesting. The perfecting of this organization implies that there is plenty of confidence in the new creation. We have not yet had an opportunity of seeing the fruit, but if it is worthy and an advance on anything we have of the same season in the apple world, we wish it every success."

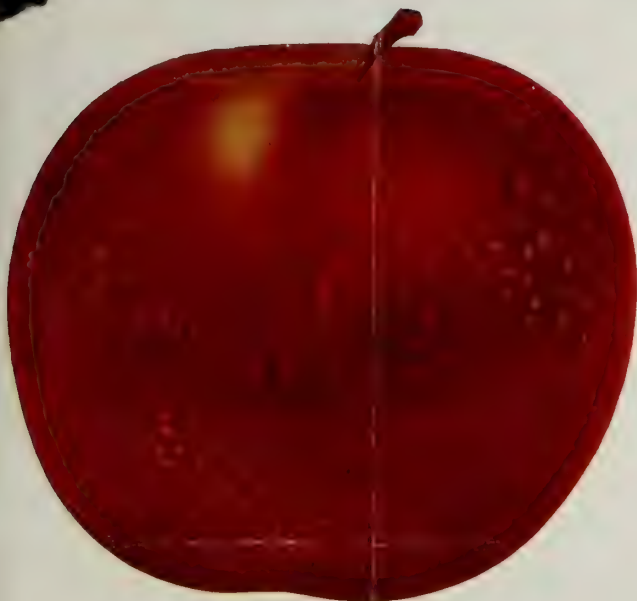
"Articles of incorporation have just been filed with the Secretary of the State by Clifford P. Fell of Buffalo, incorporating a Nursery Company at \$50,000.00 capitalization to propagate, among other fruits, the Spencer Seedless Apple. This apple derives its name from the originator, John F. Spencer of Grand Junction, Colorado, who has been experimenting for a long number of years with a view toward producing a perfect seedless and coreless apple. Mr. Spencer has proceeded all this time on the theory that an orange being seedless on account of the buds not permitting of pollination, the apple, too, might be made seedless; and if seedless, coreless, if the cause for a core is removed. This experimenter accomplished sufficient along this line to induce him to continue his experiments until the present time, when it appears that he has been amply rewarded for his persistent efforts by being able to give the public a perfectly seedless and coreless apple. It differs but little from other apples in appearance, except that it has a slightly hard substance at the navel end. It is a red winter apple with yellow strawberry spots, of a good commercial size, pleasant flavor and fine texture, and possessing many other desirable features. In fact, it is predicted that the seedless apple will revolutionize this staple industry, and in the course of a few years, like the seedless orange, monopolize the markets of the world.—The National Nurseryman, October, 1904.



We also refer you to items in the following publications, which, for lack of space, we omit:

San Francisco (Cal.) Examiner.....	April 24, 1904
Troy (N. Y.) Standard.....	Sept. 27, "
Batavia (N. Y.) News.....	" 28, "
Wayne Co. (N. Y.) Alliance.....	" 28, "
Elizabethtown (N. Y.) Post.....	" 29, "
Buffalo (N. Y.) News.....	" 29, "
Homer (N. Y.) Republican.....	" 29, "
Interlaken (N. Y.) Review.....	" 30, "
Edmeston (N. Y.) Local.....	Oct 1, "
Delaware (N. Y.) Express.....	" 1, "
Troy (N. Y.) Freie Presse.....	" 1, "
Cortland (N. Y.) Standard.....	" 3, "
Denver (Col.) Post.....	" 3, "
Amherst (N. Y.) Bee.....	" 6, "
Cattaraugus (N. Y.) Star.....	" 6, "
Medina (N. Y.) Tribune.....	" 6, "
Randolph (N. Y.) Enterprise.....	" 6, "
Cobleskill (N. Y.) Index.....	" 6, "
Cattaraugus (N. Y.) Times.....	" 6, "
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Herkimer (N. Y.) Citizen.....	" 11, "
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Denver (Col.) Times.....	" 31, "
Jamestown (N. Y.) Country World.....	" 31, "
Wyoming Co. (N. Y.) Herald.....	Sept. 30, "
Salt Lake (Utah) Telegram.....	Jan. 7, 1905
Salt Lake (Utah) Tribune.....	" 8, "
Salt Lake (Utah) Herald.....	" 10, "
Grand Junction (Col.) News.....	Feb. 21, "
Buffalo (N. Y.) Times.....	" 25, "

(And many others.)



— THE —
SPENCER SEEDLESS APPLE CO. OF NEW YORK

(INCORPORATED).

GEORGE L. KNIGHT, President.

CLIFFORD P. FELL, Sec'y-Treasurer.

NURSERIES
NIAGARA COUNTY, N. Y.

MAIN OFFICES
444 PRUDENTIAL BUILDING.

Buffalo, N. Y., 6/7/06.

Mr. H. K. Carrick,
Kensington, Md.

Dear Sir:-

Your inquiry under date of June 1st has been received and referred to George Blummer, Manager of the Spencer Seedless Apple Company, Chase, Md., such company having charge of territory in which you are located, and to whom we refer you for further information. We are forwarding you under separate cover copy of our Company's catalogue which will give you information pertaining to the Spencer Seedless Apple tree which can be purchased in your territory from the Company above referred to.

Yours very truly,

Dictated but
not read by

Clifford P. Fell.

February 23, 1905.

Messrs Munn & Co.,

Scientific American, #361 Broadway, New York.

Gentlemen:

I am in receipt of your favor of the 17th instant and a copy of the SCIENTIFIC AMERICAN, issue of February 4th, containing an article entitled "A Seedless, Coreless and Bloomless Apple".

In reply to your question ^hwether the Department of Agriculture has any record of experiments in growing seedless apples I will say the subject has received most careful consideration and we find the particular one just now so widely heralded before the public is but one of many of these freaks of nature that have been found growing throughout this country and Europe for the past 100 years under such names as "Coreless", "Boorless", "Seedless", "Noblow", "No Core" etc., none of which have thus far been found to be of commercial value. A number of these have been mentioned and described in Pomological literature for more than a century.

So far as known, these freaks, like the navel or seedless orange, are purely accidental and are not the result of any design, skill or scientific effort on the part of man.

In examining specimens received at this office from various sections of this country, including the Colorado variety, all contained a more or less well-defined core and in most of them were found one or more well developed seeds with a considerable number of shrunken or abortive ones.

One of the jurors in Horticulture at the Louisiana Purchase Exposition, in his report says: "I cut and examined specimens of these adnormally formed apples placed on exhibition from Colorado and out of the two that were cut each had a well defined core and one had a perfect seed and the other contained shrunken or abortive seeds".

As to the claim that these so-called seedless apples are immune from insect injuries, it is worthy of note that in examining specimens from the Colorado lot the first one cut contained a well developed larva of Codling moth and in specimens from other sections it was found that **they** are like other apples subject to injury by Codling moth.

In quality none have been ^{good enough to} ~~that would~~ entitle them to be classed with dessert apples. Much more might be said about these over rated, widely advertised monstrosities but I trust this will briefly answer your question.

I suppose you are not aware of the fact that in publishing the article referred to in your paper that you are giving free advertisement to a gigantic scheme for obtaining money from innocent purchasers of worthless stock.

For further particulars concerning the scheme I refer you to copies of Rural New Yorker, Nov. 19 and 26.

Yours very respectfully,

G. B. Brackitt

Pomologist.

Copy

361 Broadway, New York. N.Y.

February 17, 1905.

Division of Pomology,
Department of Agriculture,
Washington, D.C.

Gentlemen:

We send to you, under separate cover, a copy of the Scientific American for February 4th, on page 100 of which you will find published an article entitled "A Seedless, Coreless, Bloomless Apple".

Will you have the kindness to inform us whether the Department of Agriculture has any record of experiments made in growing seedless apples, and whether the work of Mr. Spencer, the gentlemen mentioned in the article has ever received the Department's consideration?

We thank you very much for whatever kindness you may extend to us in this matter, and beg to remain,

Faithfully yours,

(Signed) Munn & Co.

